

B. H. WRIGHT, President

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D. W. CARTER, Secretary

State Mutual Life Assurance Company of Worcester, Massachusetts

H. G. HOFFMAN, General Agent

Mt. Sterling, Ky., December 1st, 1940

To the WOMEN of Montgomery County:

I have talked with the HUSBANDS and SONS and now I want to take this opportunity of talking to the ladies regarding life insurance.

Have YOU ever stopped to think how YOU would make both ends meet should YOUR husband die uninsured?

You would doubtless have to go to work;

The children be taken from school;

YOU have to look after the payment of taxes,

insurance,

groceries,

clothes,

fuel,

etc.

HE doubtless thinks he is in the best of health and that he has yet plenty of time to look after such a provision for you.

**EIGHT MEN OUT OF EVERY TEN MAKE A FAILURE
OF LIFE AND LEAVE NO ESTATE.**

Is it right for him, then, to take such a chance--or rather to FORCE you to take such a chance--when a very small sum laid aside each year would make such necessary provision?

Have you ever talked the matter over with him? If not, don't you think it time to do so?

Here's a good way to start the subject; just ask him this question: "If YOU were the WIFE and I the HUSBAND wouldn't you want ME to insure MY life for the benefit of you--and the children?"

Perhaps, tho, that is a matter you don't wish to discuss with him; then let ME--that's my business. If you will only help me by filling and returning the attached coupon I will be glad to do so, treating it confidential, if you wish.

Some people call life insurance money "blood money;" it could much better be called "bread and meat money."

Very respectfully,

H. G. HOFFMAN, General Agent,

PHONE 325 - - - MT. STERLING, KENTUCKY.

Tear out this Coupon and mail me today

A policy given you as a Christmas present this year may be the only means of future Christmas trees and hanging up of stockings in future years.

H. G. Hoffman, General Agent

MT. STERLING, KY.

I would be very much pleased to have you see and talk with
Mr. _____ regarding Life Insurance.

Name _____

Address _____